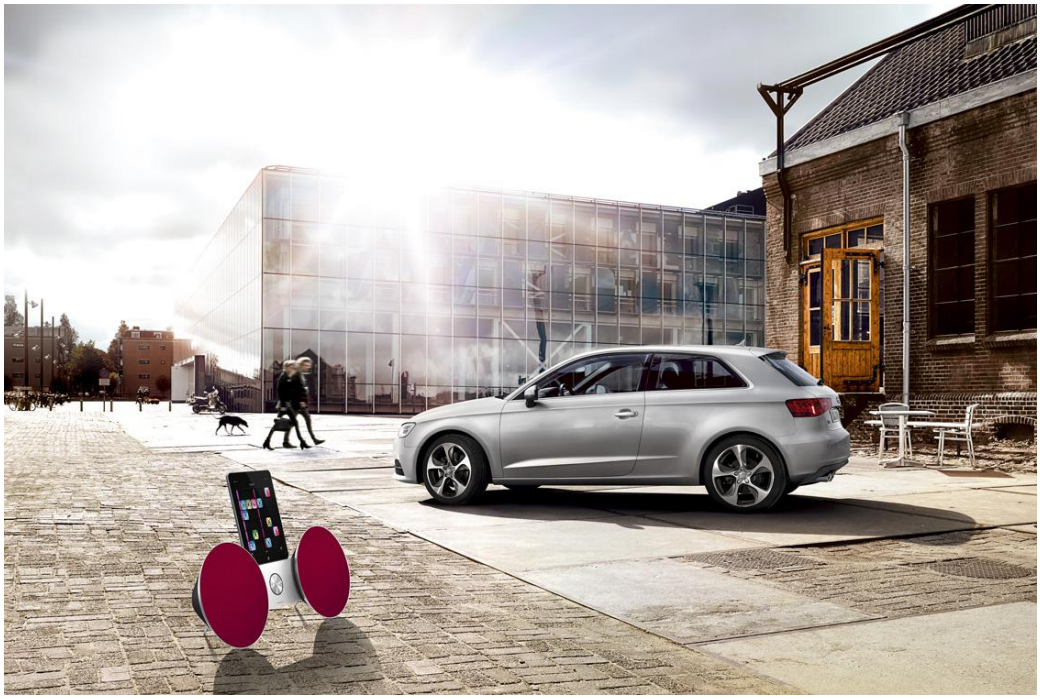

Audi A3 to feature Bang & Olufsen Sound System – setting new standards for the compact class

Introducing the all-new Bang & Olufsen Sound System for the Audi A3 – a car audio system that will set new standards for power, sound quality and design in the compact class car segment.

Struer, March 2012

Scheduled to be unveiled at the Geneva Motor Show in March, the new generation of the Audi A3 joins numerous other Audi models in offering the highly acclaimed Bang & Olufsen Sound System.

An Uncompromised Sound Experience
Reproducing the signature Bang & Olufsen sound experience from home in a compact car, like the Audi A3, is no easy task. Like every Bang & Olufsen car audio system, every aspect of the new car's interior and the location of the loudspeakers are taken into consideration during the development process.

The numbers speak for themselves: with 705 watts of class-leading power, the system delivers crystal clear and precisely reproduced sound that can be enjoyed for any seat in the car. And each of the 14 fully active loudspeakers is powered by its own channel, a first for this segment.

In order to create the best possible sound experience for passengers of the new Audi A3, the sound system comes with three different sound settings and features GALA plus, a system that compensates for vehicle noise by using a microphone integrated into the ceiling of the cockpit to measure changing noise conditions and automatically adapt the volume and timbre produced by the sound system accordingly.

Iconic Bang & Olufsen Design
Design is at the core of everything the Bang & Olufsen brand stands for, which is why Bang & Olufsen designers and sound engineers have been involved in the Audi A3's development since the beginning, assuring that the loudspeaker grilles and system design are perfectly integrated with the interior of the new generation Audi A3. The platinum-coloured aluminium trim, for example, is slightly darker than natural aluminium and seamlessly matches the interior of the Audi A3.

The flowing contours of the loudspeakers grilles in the front doors are highlighted with an anodized aluminium trim and a thin white light. Powered by LEDs, the subtle white light visibly separates the platinum-coloured aluminium trim and grills, and acts to further accentuate the design language of the sound system and the Audi A3. Bang & Olufsen is well-known for its ability to specially treat aluminium surfaces, such as anodizing, which resembles porcelain glazing that creates a durable surface oxide that will protect the system's flawlessly designed aluminium surfaces for decades.

A Brand Fit
Year after year, car audio systems, like the new Bang & Olufsen Sound System for the Audi A3, have proven why Bang & Olufsen has won Best Brand awards from the German car magazine "auto motor und sport".

"The result of the vote shows that our unique car sound systems and the Bang & Olufsen brand are highly esteemed in the Automotive field," states Johannes Schüler, Head of International Bang & Olufsen Automotive Marketing & PR.

Specifications
Audi A3: 14 fully active loudspeakers:
- 4 x 25-watt tweeters
- 2 x 25-watt midranges
- 2 x 100-watt woofers
- 2 x 40-watt woofer - midrange
- 2 x 25-watt surround
- 1 x 25-watt centre
- 1 x 200-watt subwoofer

705 watts of power

GALA plus automatically adjusts the sound in the vehicle depending on speed and other environmental noises.

Sound settings: Front, Rear, and All

For more information please contact:
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Bang & Olufsen *was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.*
Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move.
For more information on Bang & Olufsen, please visit www.bang-olufsen.com.

Bang & Olufsen Automotive *offers its partners car audio systems with unprecedented sound quality and listening pleasure for the driver and passengers. In addition to the company's traditional craft skills within manufacturing and aluminium finishing, the systems incorporate the radical synthesis of emotional appeal and technological performance that has long been the hallmark of Bang & Olufsen.*
Bang & Olufsen Automotive launched its first car audio system in 2005, and will continue to innovate and refine together with its partners within the automotive industry.

Images are available free of charge from the ***Bang & Olufsen media centre****:*
http://mediacenter.bang-olufsen.dk.
If you are a first-time visitor, please follow the instructions and register as a new user.